



Dear ETA Provider:

We hope these marketing materials for National Direct Deposit/Direct Payment Week (May 4-18, 2001) events will be helpful in making your Electronic Transfer Account (ETASM) marketing campaign a big success.

The materials include:

- Sample News Article: Feel free to use this article in newsletters or submit it to your local paper for publication, and make it available to your customers.
- ETA Logo Sheet: Use the ETA logo in your advertising or special event material.
- ETA Marketing Tips: Provides suggestions on how to promote the ETA during in-lobby special events and for general marketing purposes.
- Fact Sheet: "The Facts: Electronic Transfer Account -- ETASM."
- Electronic Transfer Account (ETASM) Telephone Number Reference Sheet: Lists customer service and ETA Provider telephone numbers.
- Contact Lists: List of ACH associations and our EFT/ETA list of Public Education Campaign Regional Contacts.
- Order Form: National Direct Deposit/Direct Payment Week ETA Materials Order Form.

We encourage you to schedule lobby promotions to coincide with the dates people receive and cash their Federal benefit checks: June 1, 4, and 29 and July 2 and 3. In addition, you can participate in sign up events at local senior and community centers, churches, or veteran's halls to provide information on how to sign up for Direct Deposit and on the various deposit accounts offered by your financial institution.

When the Debt Collection Improvement Act was enacted in 1996, 56 percent of Treasury-disbursed non-tax payments were made electronically, and as of January 2001 that figure has increased to 75 percent. We could not have achieved this substantial increase without the support of financial institutions like yours.

Again, the Department of the Treasury and other Federal agencies thank you for joining us in this promotional effort. Individuals from our organizations are available to assist you in your marketing campaign and to share ideas for promoting the ETA. We look forward to working with your financial institution to make the National Direct Deposit/Direct Payment Week campaign a big success.

Sincerely,

A handwritten signature in black ink that reads "Cathryn Donchatz". The signature is written in a cursive, flowing style.

Cathryn Donchatz
Director
Product Promotion Division

Enclosures